



UNIVERSITI TEKNOLOGI MARA
FACULTY OF INFORMATION MANAGEMENT

FACULTY INFORMATION MANAGEMENT
(IM110)

DIPLOMA IN INFORMATION MANAGEMENT
(5B)

FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT300)

“FANCY CUPCAKE HOUSE”

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Prepared for:

Miss Philomina Francis

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EXECUTIVE SUMMARY

After doing extensive research on the business opportunity available in Summer Shopping Mall, Kuching, our group has decided to specify our business in selling our products which is cupcakes. Our group has come up with the business plan of partnership whereby our company's name will be known as "Fancy Cupcake House". Our shops are located at 2nd Floor, Summer Shopping Mall, Jalan Datuk Mohammad Musa, 94300 Kota Samarahan, Sarawak.

Fancy Cupcake House is a form of partnership business which consist of 5 shareholders and each one of us contributes a certain amount of capital that has been agreed by each partner. The selection of each partner is based on their skills, qualification experience and field of expert. Every shareholder is allowed to involve in the management and operation activities of the business.

To become a successful company, we have set our objectives for the organization from time to time by giving the best services and good quality of products to our customer to gain as much profit and be able to compete with our competitors and to be one of the best cupcakes shop in Kota Samarahan.

In addition, to establish and launched this business, we need a total project implementation cost amount from loan of RM50000 from the Bank Islam and contribution of RM50000 from the shareholders. Although this business requires quite a large amount of money to start, we guaranteed that the annual operation budget will bring us profit and will be able to pay back the debt in the time given.

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24 JANUARY2015

Miss,

Re: Submission of Business Plan

As stated above, I EmelyAnakJawa, as a General Manager of Fancy Cupcake House and also a representative for my group members, would like to submit our business plan for your evaluation and further action.

We feel highly motivated in completing this project because it gives us a clear and wide introduction about the fundamental of starting a business. We really think that this

1.0 Introduction

Fancy Cupcake House is a partnership business from of enterprise which consists of five shareholders with experience in our own field, nature of job. The entire shareholder had agreed as stated in the agreement letter that the amount of capital, profit and loss will be divided as stated ratio. By doing a partnership business with other competitor and we will able to be creative for our customer. In other way, the partnership is a perfect option to be taken because the shareholders will always sharing idea, new invention and knowledge in order to gain profit and achieve high productivity from time to time. We offer customer with variety flavor of cupcake with attractive design as well as our friendly services.

1.0.1 Name Of The Company

We have agreed to name our company as Fancy Cupcake House, We chose this name show our main objective in offering a delicious variety of decorative cupcake with different tasty flavors that may attract customer with our own unique taste that the customer would love. This can be show by looking on how cupcake has gained popularity from many people from over the world. (Library and Cupcake)